



Build It and They Will Come: The Mary Livermore Library Experience Making Recreational Collections Matter



Anime, Manga, Graphic Novels & Bestsellers

JUNE POWER,
ACCESS SERVICES/REFERENCE LIBRARIAN



UNC Pembroke and Mary Livermore Library



- Part of the UNC System
- Founded in 1887 as the *Croatan Normal School* to educate American Indian teachers
- Traditionally Native American
- Rural campus
- 6,222 FTE
 - Undergraduate: 5,429
 - Graduate: 793
- 318 full time faculty



Graphic Novels

For more titles check
in

General Collection

Call Number area

PN 6700—PN 6790



NYT Bestsellers

- The first break out collection in the library
- Has its own location code
- Status maintained by Technical Services
- Shelved by author
- Marketing to increase circulation
- Circulation limits



History of the Manga/Anime Collection



Originally begun as a grant to acquire “100 Books for Understanding Contemporary Japan” from The Nippon Foundation to bolster a new Asian Studies Program at The University of North Carolina at Pembroke. Dr. Annika A. Culver, a former member of the History Department faculty, successfully applied for the grant in 2009, valued at nearly \$5,000.

Expansion of Manga/Anime Collection

- Working closely with students the original grant expanded to include more anime/manga
- Library faculty have served as advisors of Genshiken Anime/Manga Club
- Original library Manga Explosion event is now an annual campus Con
- Collection development extended to all varieties of graphic novels/comics



Highlighting and Maintaining the Collection

New Items Display

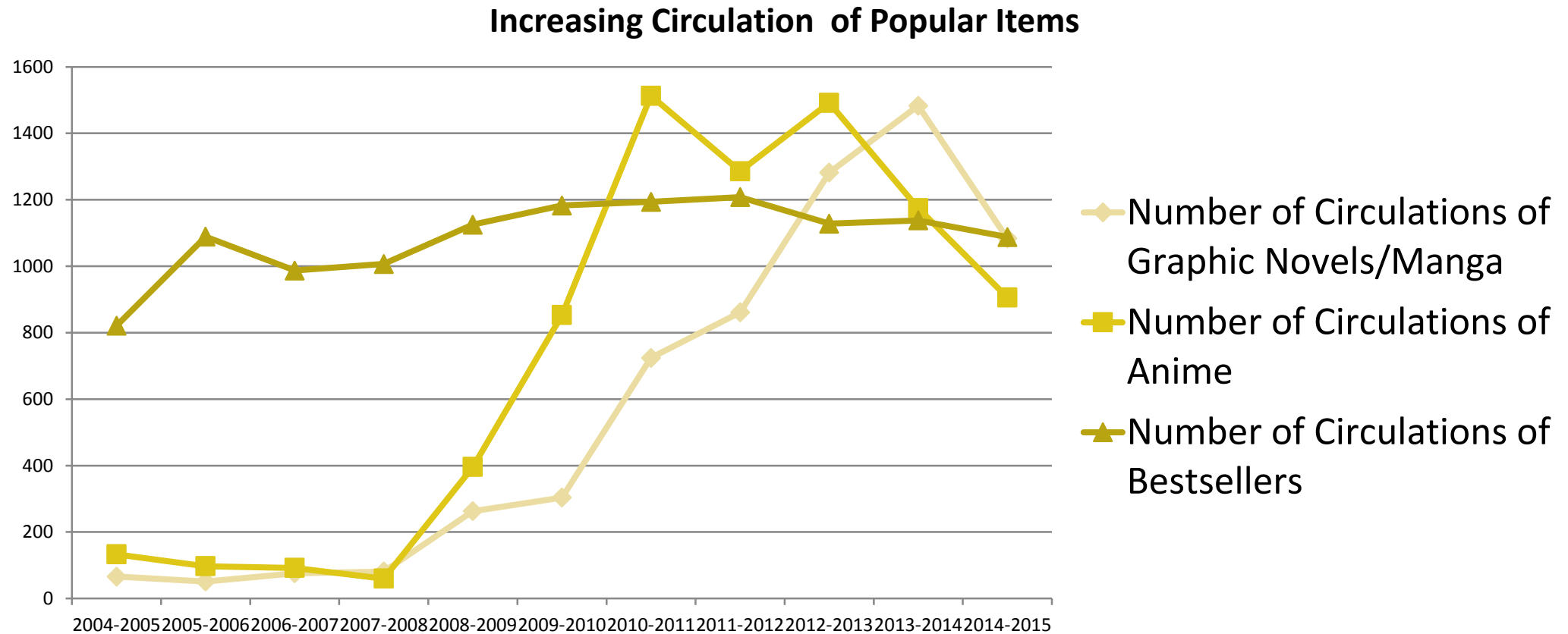


Increased Space in Stacks

Anime Labeling



Trending Upward



Comics in Libraries?!?

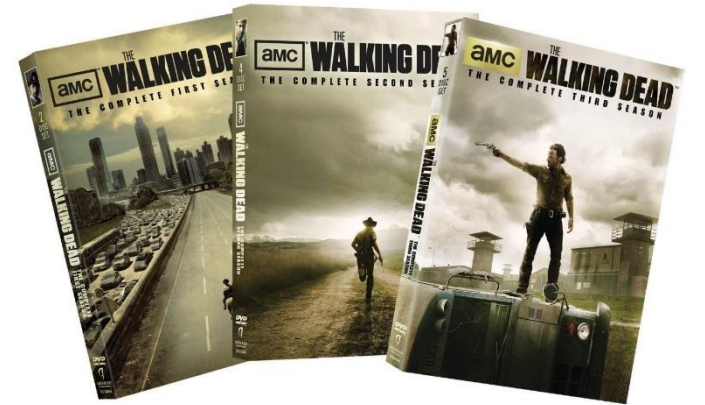
- 💎 **“Sales grew a remarkable 350% from \$60 million in 2002 to \$210 million in 2007 and did not begin to decline until the beginning of the recent economic downturn beginning in late 2008.” – Brienza, 2009**
- 💎 **“Manga accounted for two-thirds of the U.S. graphic novel market.” – Goldstein and Phelan 2009**
- 💎 **Supply and demand – meeting the needs of the patrons**
- 💎 **What about the kids? – censorship issues with manga/anime and graphic novels/comics**
- 💎 **“Graphic novels are increasingly used as instructional resources, and they play an important role in supporting the recreational reading mission of academic libraries.” – O’English et al 2006**

References

- **Books, Not Comics: Publishing Fields, Globalization, and Japanese Manga in the United States.** Brienza, Casey. *Publishing Research Quarterly*. Jun2009, Vol. 25 Issue 2, p101-117
- **Are You There God? It's Me, Manga: Manga as an Extension of Young Adult Literature.** Goldstein, Lisa; Phelan, Molly. *Young Adult Library Services*. Summer2009, Vol. 7 Issue 4, p32-38.
- **Graphic Novels in Academic Libraries: From Maus to Manga and Beyond.** O'English, Lorena; Matthews, J. Gregory; Lindsay, Elizabeth Blakesley. *Journal of Academic Librarianship*. Mar2006, Vol. 32 Issue 2, p173-182.

DVDs: Entertaining & Educational

DAVID YOUNG, CATALOG LIBRARIAN



DVD collection
development
begins
at the Library
entrance.



Requests are processed quickly.

New items often have holds placed before they have arrived.





Location

Browsability



Organization & Shelving

ENTERTAINMENT MEDIA

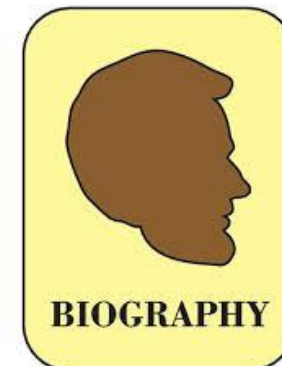
- 🎬 Receive LC call number starting with PN
- 🎬 Arranged by genre on the shelves
- 🎬 Feature films and TV Series

CURRICULAR

- 🎬 Shelved by LC Call Numbers
- 🎬 Faculty requested

Entertainment DVD Genres

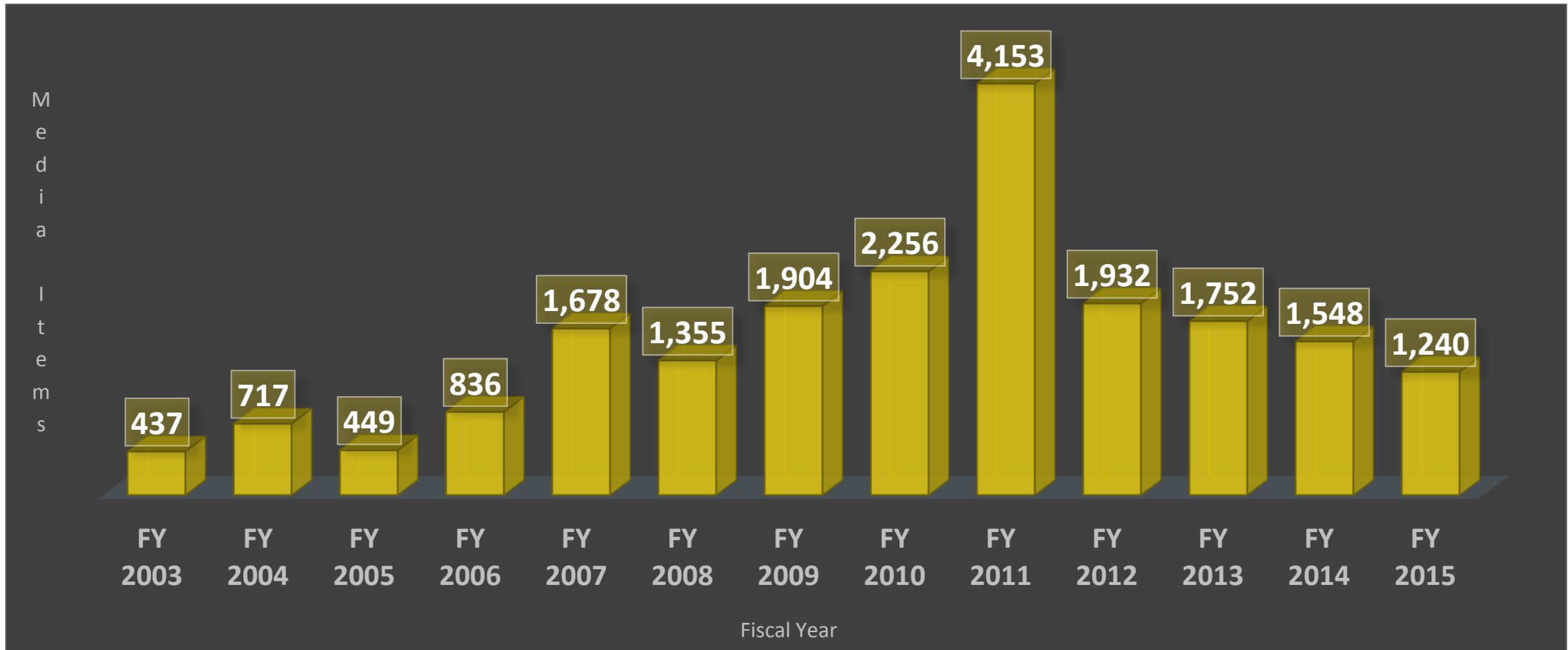
- Action/Adventure
- Anime
- Biography
- Children's
- Comedy
- Curricular Support
- Drama
- Foreign Films
- Horror
- Musicals
- Mystery
- Sci-Fi/Fantasy
- Silent Films
- Suspense
- War
- Westerns



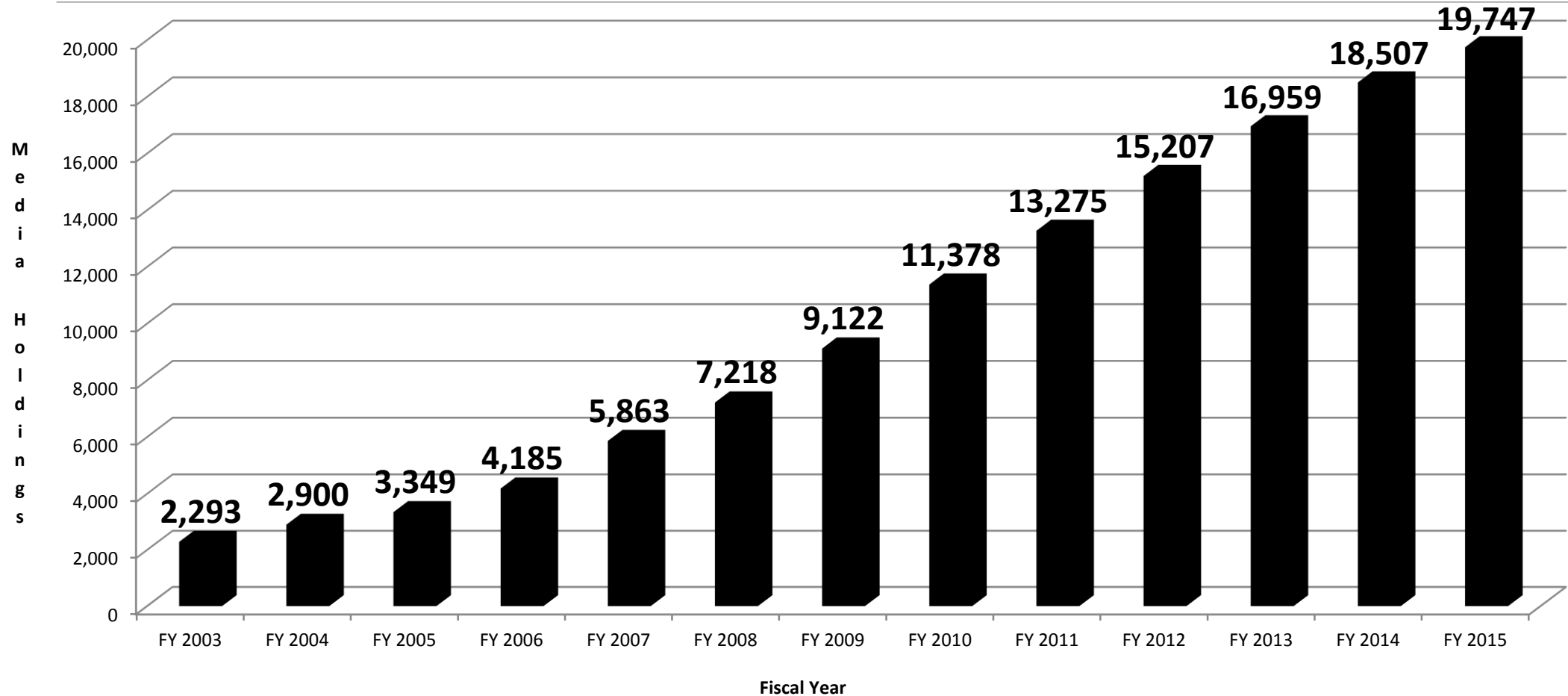
User-Friendly Circulation Policy

-  Three DVDs
-  One Week
-  Ten-Day Grace Period

Media: Items Added by Fiscal Year



Media Holdings by Fiscal Year



History of the Collection

ORIGINS

FY 2003:

271 items

507 checkouts

A collection of videos and DVDs
were donated by the SGA.

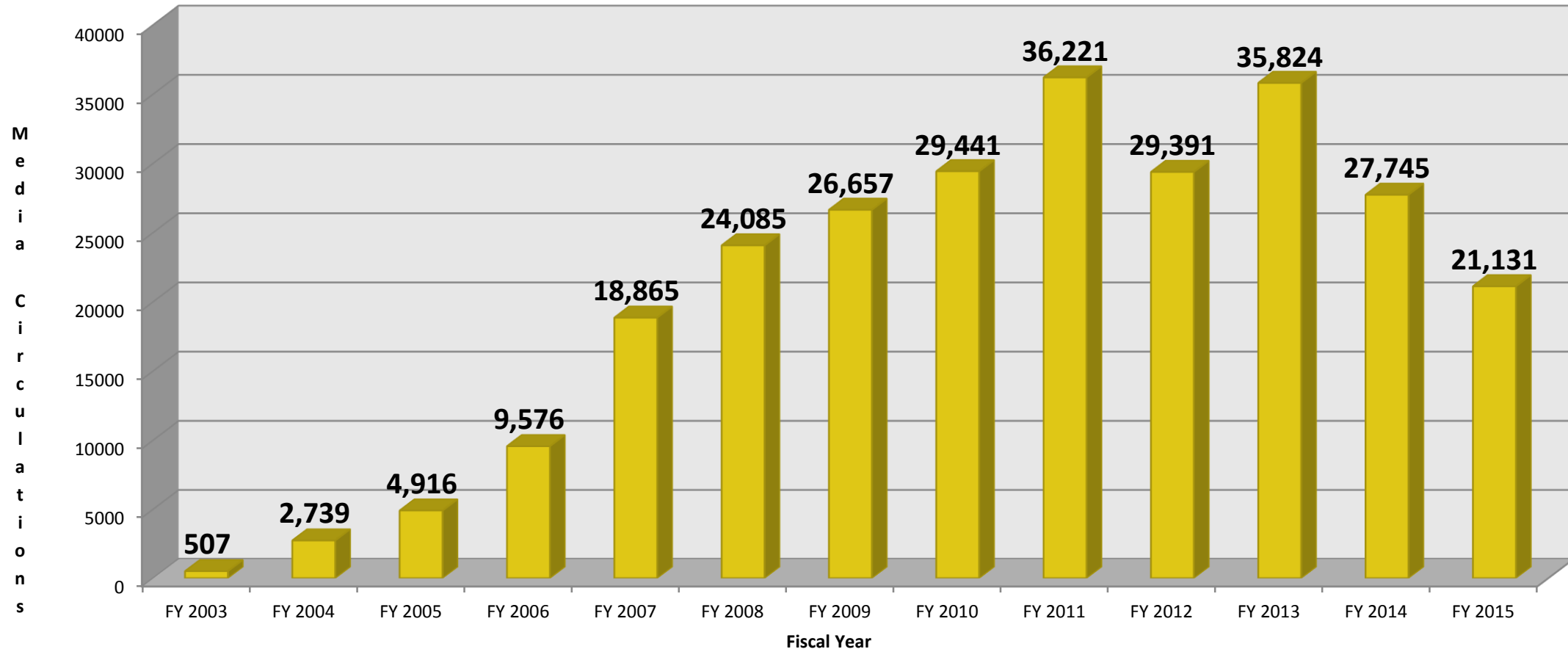
TODAY

FY 2015:

1,202 new items

21,131 checkouts

Media Circulation



Circulation Comparison

FY 2003

FY 2015

Media 507



Media 21,131

Monographs 24,916

Monographs 13,954

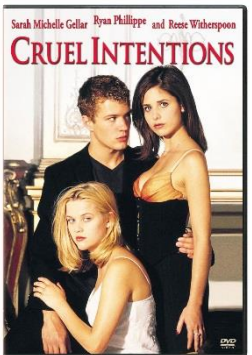
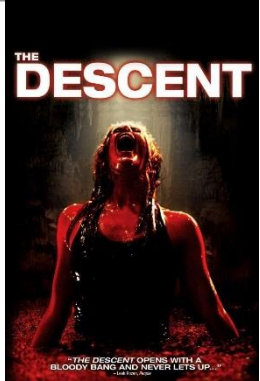


Top 20 Circulating DVDs

- 20. The Return
- 19. A Beautiful Mind
- 18. Hotel Rwanda
- 17. Rent
- 16. The Longest Yard
- 15. The Hedge
- 14. Shark Tale
- 13. Hitch
- 12. Mulan II
- 11. Pulse



- 10. The Hills Have Eyes
- 9. Shrek 2
- 8. Monty Python and the Holy Grail
- 7. Shrek
- 6. Date Movie
- 5. S.W.A.T.
- 4. Anger Management
- 3. The Descent
- 2. Cruel Intentions

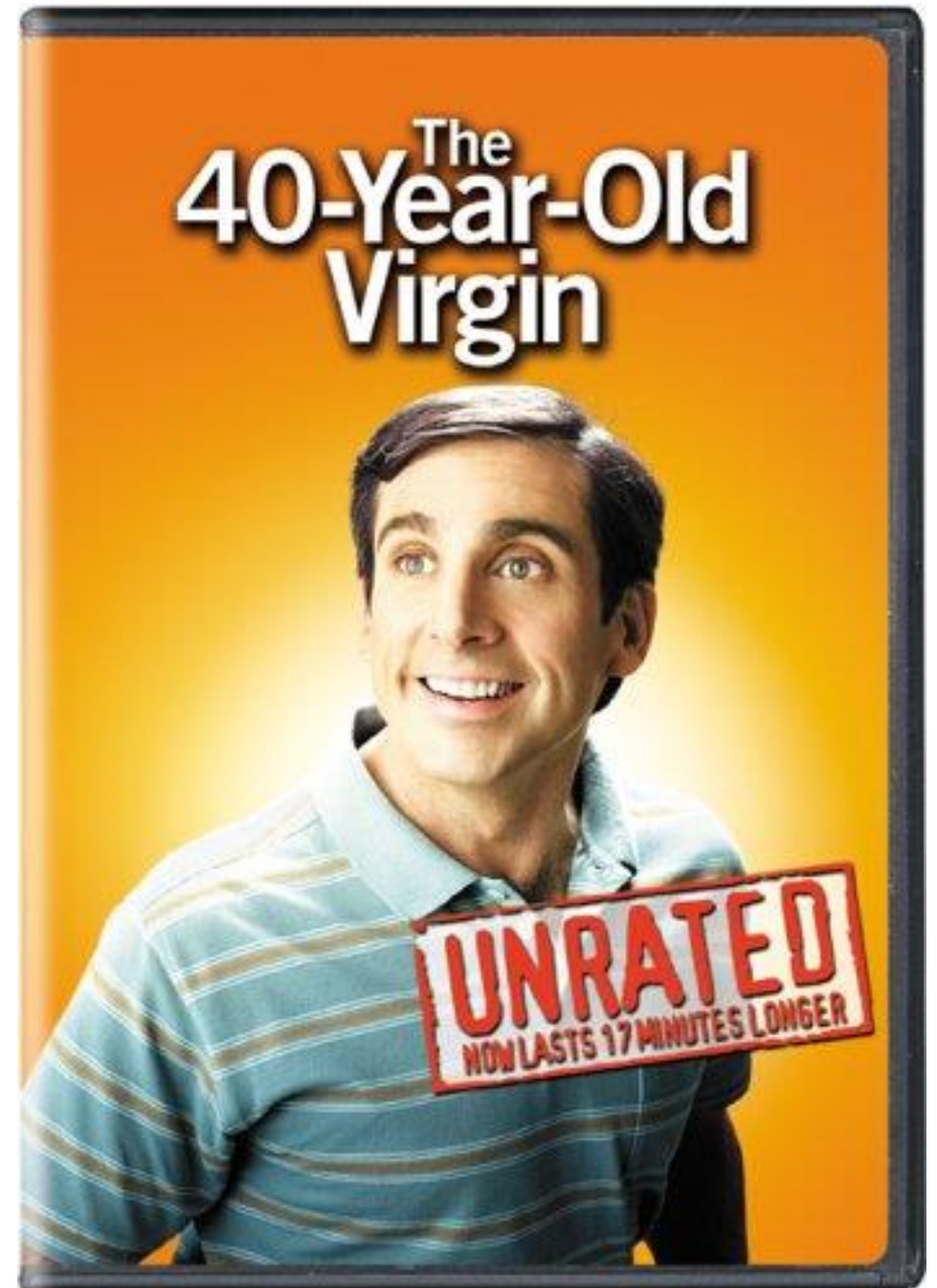


Top Circulating DVD

200

Circulations

Since 2005



Most Recent Update

UNCP students who purchase a \$5.00
Friends of the Library membership may
check out five DVDs at a time.

Graphic Novels

For more titles check
in

General Collection

Call Number area

PN 6700—PN 6790



DRIVING - EMPEROR

BUTT - CHARLIE'S ANGELS

GENTLE - GIRLS

EMPIRE - EVERYBODY HATES

CHARLIE'S ^{Angels} - CHRISTIE'S

GLAD - GOS

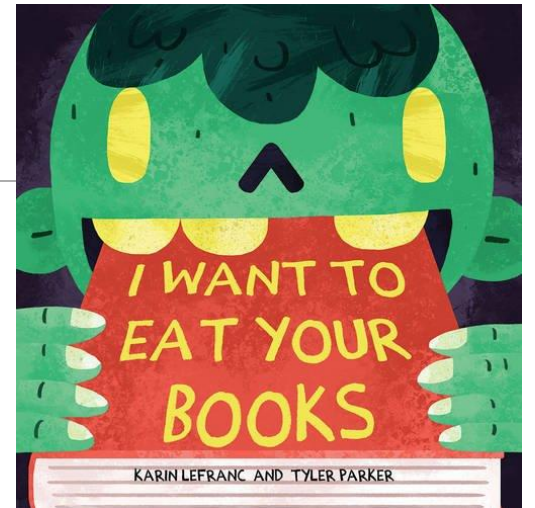
EVERYBODY LOV - FAMILY GUY

CHRISTMAS - COCAINE

GOT - GUNS

Young Adult Novels in Academic Libraries

CLAIRE CLEMENS, INSTRUCTIONAL SERVICES LIBRARIAN





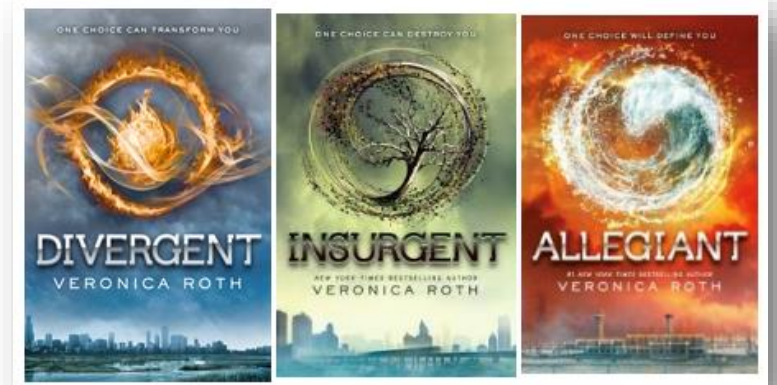
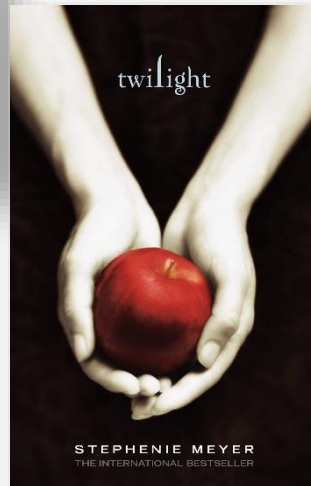
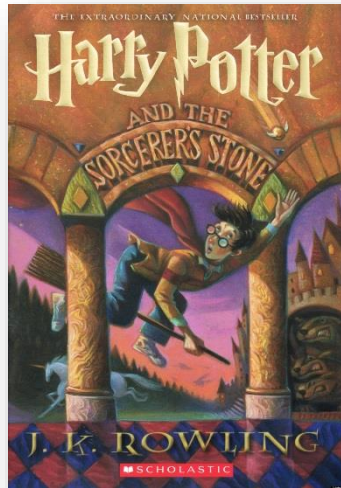
JUVENILE COLLECTION BACKGROUND

Pre-K – Grade 12

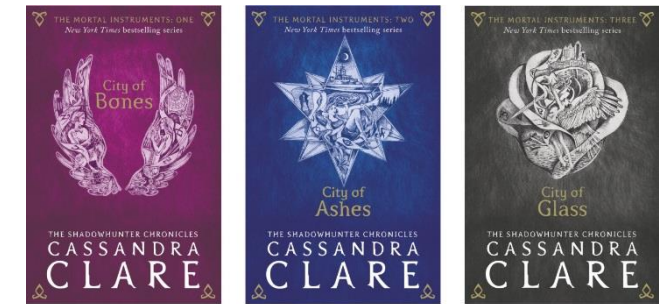
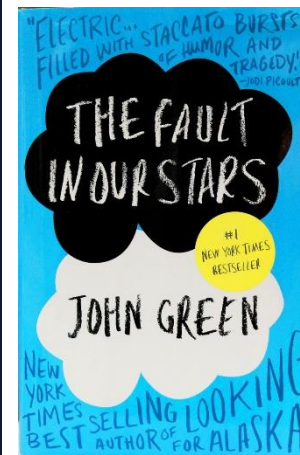
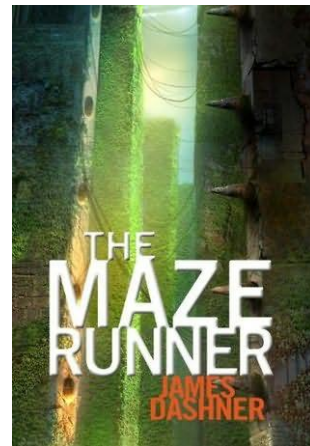
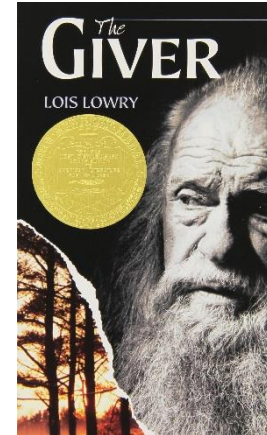
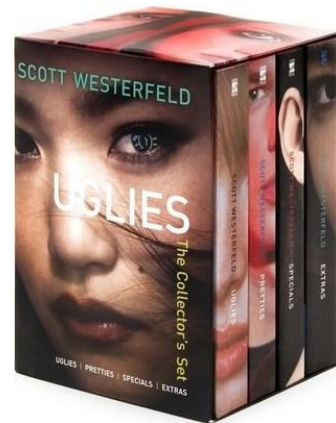
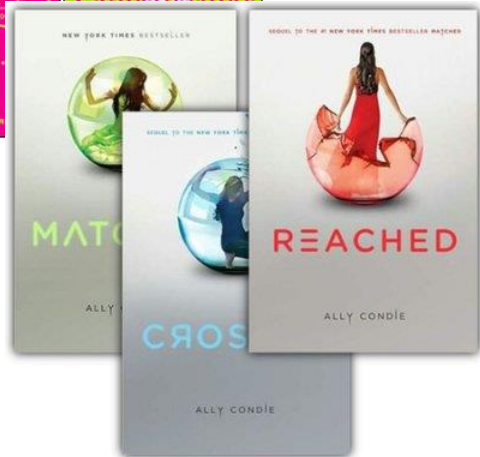
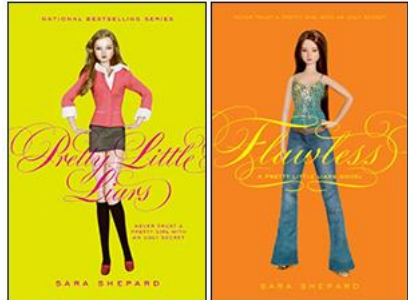
YOUNG ADULT BOOK AWARDS

- 📖 The Michael L. Printz Award for Excellence in Young Adult Literature
- 📖 Best Fiction for Young Adults
- 📖 Alex Awards (Adult books that will appeal to teen readers)
- 📖 Great Graphic Novels for Teens
- 📖 The William C. Morris YA Debut Award
- 📖 YALSA Award for Excellence in Nonfiction for Young Adults (2010)

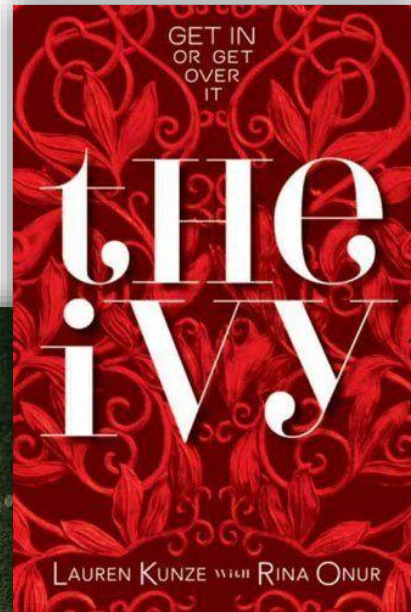
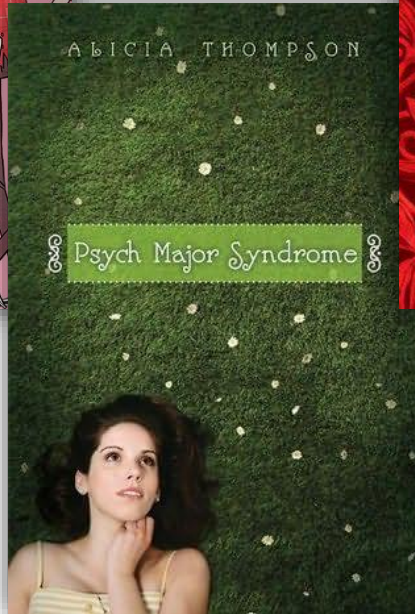
Highest Circulating Young Adult Fiction



Past Year



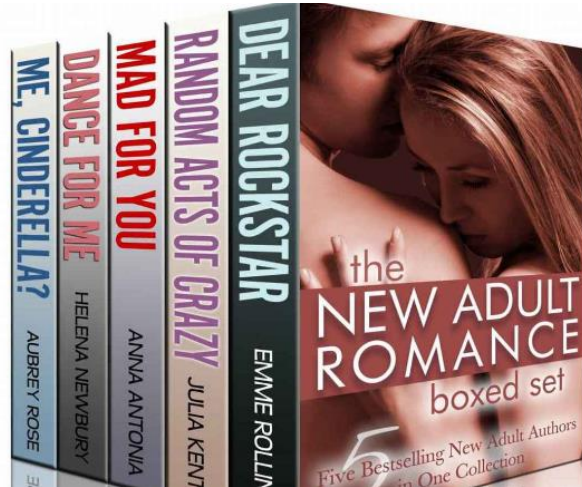
YA Books Set in College



College Freshman Experience

New Adult

“New Adult” became an official category in 2013, when it received its own Book Industry Standards and Communications Code.



The Globe and Mail defines New Adult as “a new and growing genre of literature aimed at primarily female readers between 18 and 25” featuring “mainly university or college-aged protagonists dealing with early twenties life, in particular romance and sexual relationships.”

National Endowment for the Arts, “To Read or Not To Read: A Question of National Consequence”

Those who read books for pleasure are more likely to vote, participate in volunteer work, play sports, attend sporting events, engage in outdoor activities, attend cultural events, visit museums, attain higher levels of education, and work in more financially rewarding jobs.

<http://arts.gov/sites/default/files/ToRead.pdf>

COLLEGE STUDENTS AND RECREATIONAL READING

- ❑ Customer-Driven Collections
- ❑ Popular Culture & Everyday Life
- ❑ Literacy & Lifelong Learning

Reading Trends and College-Age Students: The Research, the Issues, and the Role of Libraries

Pauline Dewan, *Against the Grain* March 27, 2015

Why Your Academic Library Needs a Popular Reading Collection Now More Than Ever

Pauline Dewan, *College & Undergraduate Libraries*, 17:44–64, 2010

Screen Reading

Students are reading about twice as much material from social media sites as from leisure books.

Suhang Huang, Matthew Capps, Jeff Blacklock and Mary Garza. "Reading Habits of College Students in the United States," *Reading Psychology* 35, no. 5 (2014): 437-67.

How has this changed the way they/we read?



From the Papyrus,
Greenville College
October 16, 2015

WHY YOU SHOULD READ CHILDREN'S/YA LIT AS A COLLEGE STUDENT

"In the end, don't let your age ultimately determine what you read. Whether it is a Children's, YA, or Adult book, read what you enjoy. You never know, you might learn or relearn a thing or two."

You Are Here: [Home](#) » [Opinion](#) » Why You Should Read Children's/YA Lit as a College Student

Why You Should Read Children's/YA Lit as a College Student

Posted date: October 16, 2015 In: [Opinion](#) | comment : 0

Written by Juliana Bringer. Media by Mary Todd Christian

Have you ever gone to the library or a bookstore and found a book that sounded interesting, yet was labeled Children's or Young Adult, so you passed it up? Maybe you thought it was too juvenile, or too simple. However, there are **benefits** of reading Children's and Young Adult novels even as a college student or beyond that. Some of my favorite books are Young Adult novels and I **enjoy** Children's books as well.

Most people argue reading from a **Children's** or a **Young Adult** book can seem redundant. We feel as if we have already passed those years of our lives and the content does not pertain to us. Yet, we can still learn a thing or two from reading these categories. Most YA books are meant to teach young people about life and the typical (and sometimes untypical) situations that can occur. Sometimes these lessons can be forgotten as we grow up, or maybe we have never really thought about it. Even though they are not necessarily meant for us, there is a possibility that YA books can help us realize this.

If it is a simple read, then YA and Children's literature can be used as a distraction or an escape from the difficulties of an adult life. Sometimes, we need something that won't have us thinking too hard. A simple story can act as a relaxation tip. The stories can be generally easy to understand, and end happily. The adventures taken can give us a sense of escape without complicating it further like an adult novel would. However, not all Children's or Young Adult books are simplistic. People tend to disregard these categories as simple though many may deal with more complicated plots. Young Adult books are meant to help teenage readers grow into more experienced readers. These books start to introduce more adult content, but at the same time keep it appropriate for teenagers.

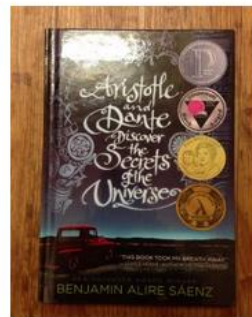


Photo by Mary Todd Christian

twitter

- @gcpapyrus 1 hour
twitter.com/KMOV/status/65...
- @gcpapyrus 18 hours
twitter.com/therealnewk/st...
- @gcpapyrus 18 hours
"I have worked in the town's only video rental shop for over five years now..."
buff.ly/1PAOgPY

Facebook



Role of Academic Libraries

- Barriers to Leisure Reading
- Academic Librarians & Readers' Advisory
- First Year Experience/Retention

Promotional Tools

- Book review blog (UNCP Library Goodreads Book Club)
- Book swap (Mary Livermore Library Lobby)
- Reading Lists
- Displays
- Browsing Collections (book covers)

Growing Adult Readers: Promoting Leisure Reading in Academic Libraries

Renée Bosman, John Glover & Monique Prince

Urban Library Journal, Spring 2008

Hunger Games 2015 @ UNCP

The Office for Community and Civic Engagement, Office for Student Involvement & Leadership and Residence Hall Association will host it's first ever live-action

HUNGER GAMES

Each team will serve as 'Districts' & will be required to donate non-perishable food items to the on-campus food pantry. The District that donates the most items will be entered into the reaping to play in the Hunger Games!

Items accepted for donation:

- Bottled Water	- Pop Tarts
- Canned/boxed juice	- Raisins
- Microwavable rice/pasta	- Tuna
- Cereal	- Oatmeal
- Crackers	- Boxed Potatoes
- Granola bars	- Apple Sauce
- Peanut Butter	- Soups
- Canned Vegetables	

Perishable items will not be accepted for this competition

COLLECTION FOR DONATIONS
March 23 - April 10

Donations may be dropped off at the CARE Resource Center at Wellons Hall Suite C during operation hours:
Mon - Fri. 9AM - 12PM
Tues. & Wed. & Thurs 4PM - 7PM

All Campus Residence Halls, Departments, and Organizations are encouraged to participate!

For more information contact
Ja'Kayla Hill jmh038@bravemail.uncp.edu or Dalton Hoffer dalton.hoffer@uncp.edu 910.521.6561
This publication is available in alternate formats upon request. Please Contact Accessibility Resource Center, DF Lowry Building, 910.521.6695





QUESTIONS?



NORTH CAROLINA LIBRARY ASSOCIATION
61st Biennial Conference, Greensboro, N.C.

MAKE IT MATTER